CAMERA FLASH GUN | the

Family Group Bowled Over and Two Are Injured, One Seriously.

PERSHING CHEERS UP

BRIDE IN SOLDIER'S

FRANKLIN SIMON MEN'S SHOPS 2 to 8 WEST 38th STREET

MONDAY

Annual Winter Sale of

Men's Hand-Tailored Clothes

INVOLVING

Both the Customary Season-End Reductions and Additional Reductions Dictated by Changed Conditions Constituting the Greatest Reductions We Have Ever Made

\$65 and \$70 . MEN'S SUITS Reduced to 53 *75 and *80 . MEN'S SUITS

Reduced to 63 *85 to *100 . MEN'S SUITS .

\$60 and \$65 . OVERCOATS . Reduced to 48

. OVERCOATS . Reduced to 58 *70 and *75

. OVERCOATS . Reduced to 68

Reduced to 78 *90 to *100 . OVERCOATS

\$110 Evening Dress Suits (Coats & Reduced to 75

*75 Cutaway Coats & Waistcoats Reduced to 55

*30 · Fine Worsted Trousers · Reduced to *18

Young Men's First Long Trouser Suits

Reduced to 24 YOUNG MEN'S SUITS **\$40**

***50** YOUNG MEN'S SUITS Reduced to 34

YOUNG MEN'S SUITS Reduced to \$44 *65

ALL FROM REGULAR STOCK

Not a Garment Added for Sale Purposes!

A SMALL CHARGE WILL BE MADE FOR ALTERATIONS



FIFTH AVENUE

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts.

MONDAY, JANUARY 3rd,

WILL HOLD THE FOLLOWING

ANNUAL SALES

AT THE LARGEST PRICE REDUCTIONS EVER MADE

NO EXCHANGES

NO CREDITS

WOMEN'S CORSETS

"PARFAIT" CORSETS

Waistline models for the slender figure, of suedine batiste, with elastic band tops or inserts of elastic.

Regular price \$9.50 \ 5.00

"PARFAIT" CORSETS

Models for average or full figures, of pink broché with medium bust, long skirt, elastic inserts in skirt.

> 8.50 Regular price \$16.50

"LA SUPREME" CORSETS

Models for the average figure, of pink broche with low bust and long skirt, some with elastic inserts at waistline. Regular price \$18.50

F. S. "SPECIAL" CORSETS

Waistline models for slender or medium figures, of pink broché with elastic inserts at top.

5.50 Regular price \$10.50

CORSET SHOP-First Floor-Take Elevators

WOMEN'S SILK BLOUSES

Regular prices \$9.75 to \$19.75

Costume blouses, the majority overblouse models, of satin, crèpe de chine or crèpe Georgette, in suit shades, white, black, or flesh color.

WOMEN'S BLOUSE SHOP-Third Floor

THE MAJORITY SUITABLE FOR MOURNING WEAR

BLACK TAILORED OR AFTERNOON GOWNS

Of wool tricotine, Poiret twill, crêpe de chine, crêpe meteor, charmeuse or crêpe Georgette.

Regular prices \$40.00 to \$60.00

25.°°

BLACK AFTERNOON OR DINNER GOWNS

Of silk Canton crêpe, taffeta, crêpe de chine, crêpe meteor, crèpe Georgette, chiffon or lace; a number of wool tricotine and duvetyne gowns included.

Regular prices \$75.00 to \$125.00

50.00

THE SHOP OF BLACK AND WHITE-Fifth Floor

WOMEN'S

NEGLIGEES AND TEA GOWNS

Including Imported Models

NEGLIGEES AND BOUDOIR COATS

Fur trimmed chiffon velvet negligees, imported matelasse robes or luxurious silk boudoir coats in exclusive models; all colorings.

Regular prices \$39.50 to \$69.50

TEA GOWNS AND BOUDOIR WRAPS

NEGLIGEE SHOP-First Floor-Take Elevators

Imported models, and models from our own Fifth Avenue workrooms, also chiffon velvet or satin tea gowns, imported novelty matelasse boudoir wraps; one of a kind in most instances.

Regular prices \$79.50 to \$195.00



WHEN DID IT BEGIN?

Luxury was imputed to the man who contrived the first shirt. As to the man who first had it washed and ironed, he was accused of corrupting the simplicity of the nation.

For the Comfort of the Southern Traveller



Shawl Case

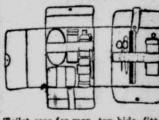


Cross Ribbon and Hair Pin



headed pins; all colors. Size 334 x2 inches \$2.75

Folding Leather Case For Men



with nickel, glass and ebony toilet and manicure articles. Sizes 8x6½x2½ inches \$22.50

GLOVES

FOR MEN

English cape, handsewn \$3.75 Velvet finish Raybuck; English handsewn, tan. \$5.25

FOR WOMEN

Velvet finish Raybuck: \$4.50 machine sewn, tan, gray

French suede, tan, \$5.00